TO23ED "23STED

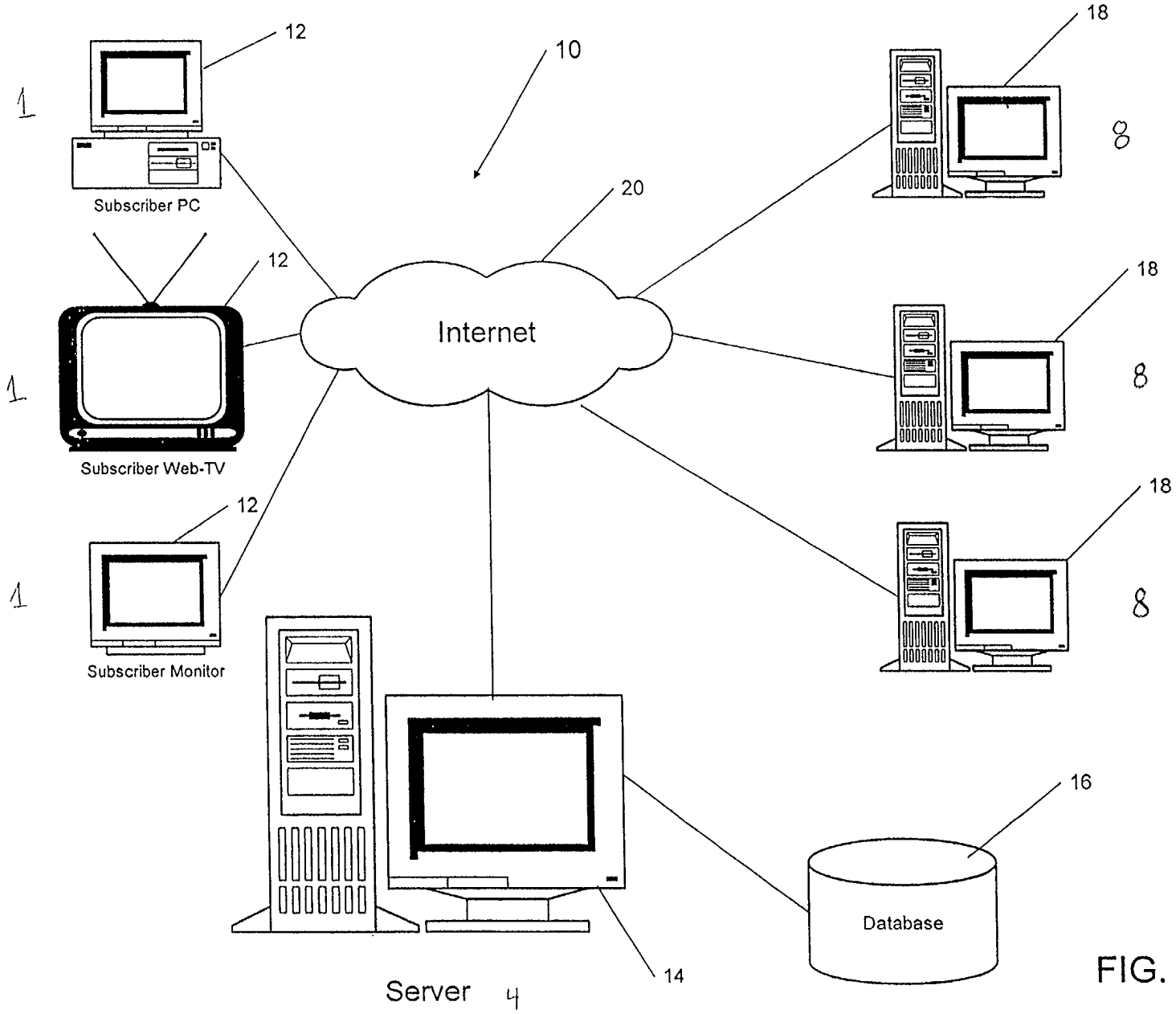


FIG. 1

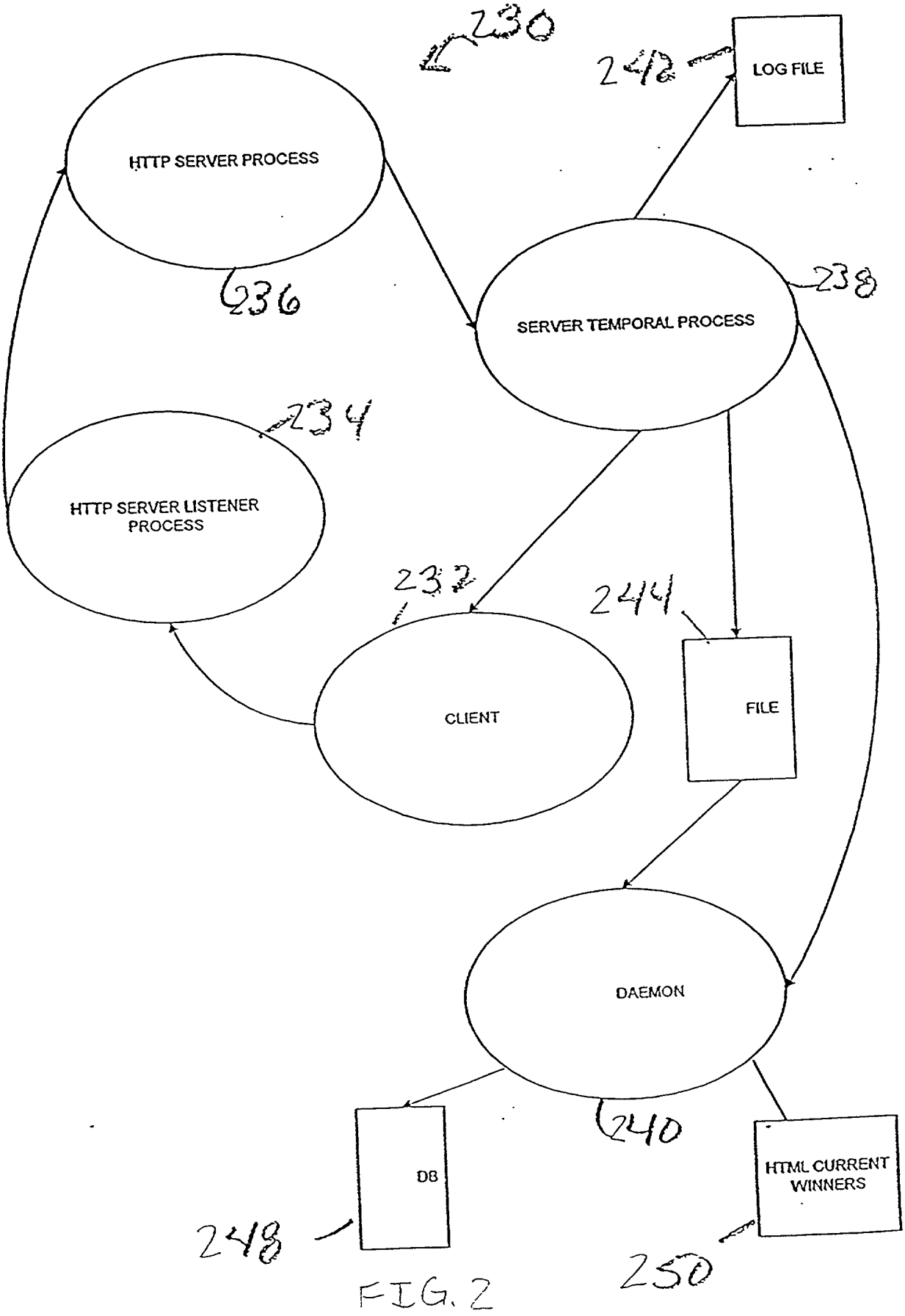

230
LOG FILE
242
HTTP SERVER PROCESS
236
SERVER TEMPORAL PROCESS
238
234
HTTP SERVER LISTENER PROCESS
232
244
CLIENT
FILE
DAEMON
240
DB
HTML CURRENT WINNERS
248
250

FIG. 2

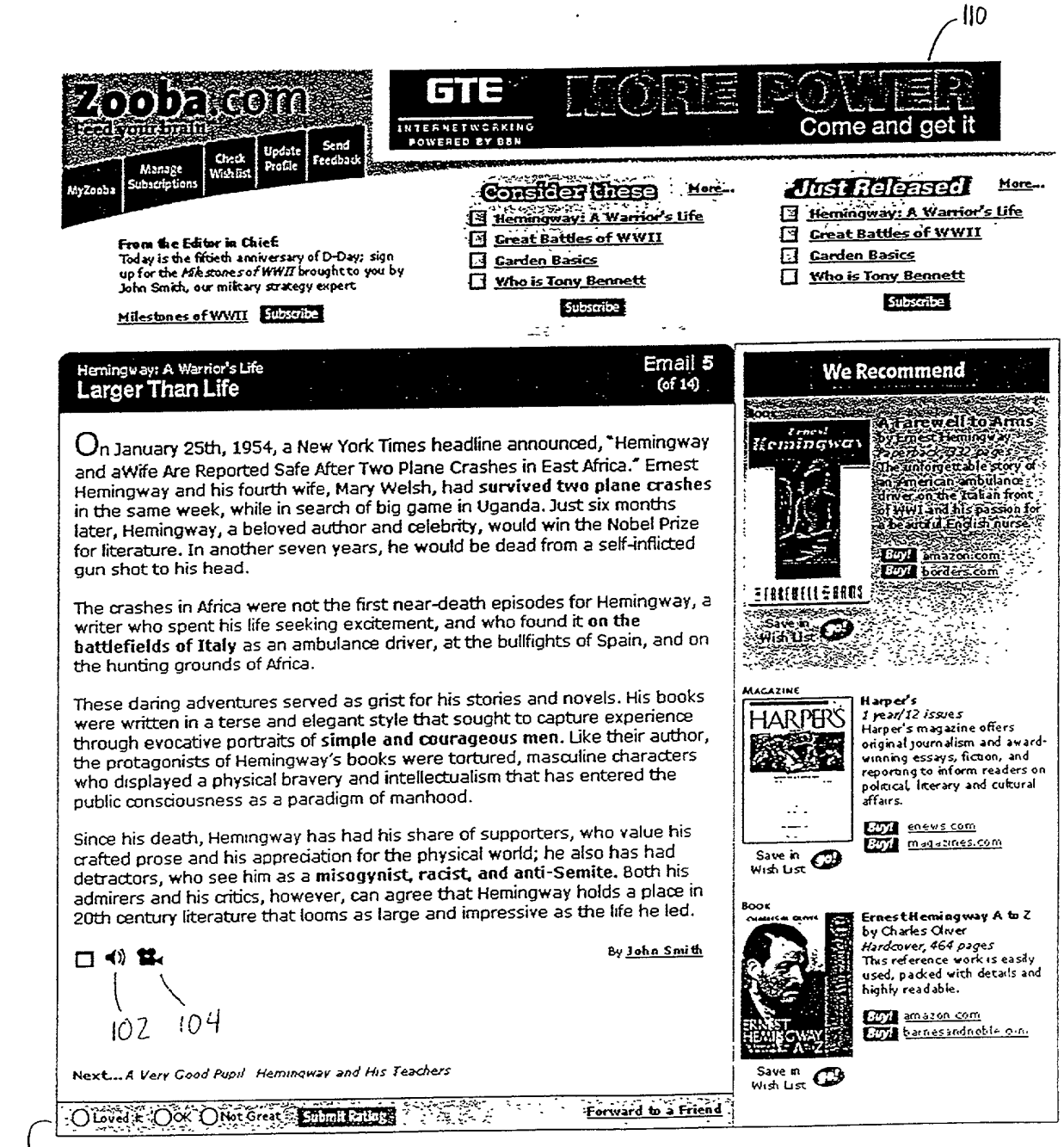

110
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Feed your brain!
MyZooba
Manage Subscriptions
Check Wish list
Update Profile
Send Feedback
GTE
INTERNETWORKING
POWERED BY BBN
MORE POWER
Come and get it
From the Editor in Chief:
Today is the fiftieth anniversary of D-Day; sign up for the Milestones of WWII brought to you by John Smith, our military strategy expert
Milestones of WWII
Subscribe
Consider these
More...
Hemingway: A Warrior's Life
Great Battles of WWII
Garden Basics
Who is Tony Bennett
Subscribe
Just Released
More...
Hemingway: A Warrior's Life
Great Battles of WWII
Garden Basics
Who is Tony Bennett
Subscribe
Hemingway: A Warrior's Life
Larger Than Life
Email 5 (of 14)
On January 25th, 1954, a New York Times headline announced, "Hemingway and aWife Are Reported Safe After Two Plane Crashes in East Africa." Ernest Hemingway and his fourth wife, Mary Welsh, had survived two plane crashes in the same week, while in search of big game in Uganda. Just six months later, Hemingway, a beloved author and celebrity, would win the Nobel Prize for literature. In another seven years, he would be dead from a self-inflicted gun shot to his head.
The crashes in Africa were not the first near-death episodes for Hemingway, a writer who spent his life seeking excitement, and who found it on the battlefields of Italy as an ambulance driver, at the bullfights of Spain, and on the hunting grounds of Africa.
These daring adventures served as grist for his stories and novels. His books were written in a terse and elegant style that sought to capture experience through evocative portraits of simple and courageous men. Like their author, the protagonists of Hemingway's books were tortured, masculine characters who displayed a physical bravery and intellectualism that has entered the public consciousness as a paradigm of manhood.
Since his death, Hemingway has had his share of supporters, who value his crafted prose and his appreciation for the physical world; he also has had detractors, who see him as a misogynist, racist, and anti-Semite. Both his admirers and his critics, however, can agree that Hemingway holds a place in 20th century literature that looms as large and impressive as the life he led.
By John Smith
102
104
Next... A Very Good Pupil Hemingway and His Teachers
Loved it
OK
Not Great
Submit Rating
Forward to a Friend
We Recommend
A Farewell to Arms
by Ernest Hemingway
Paperback, 332 pages
The unforgettable story of an American ambulance driver on the Italian front in WWI and his passion for a beautiful English nurse.
Buy! amazon.com
Buy! borders.com
Save in Wish List
MAGAZINE
Harper's
1 year/12 issues
Harper's magazine offers original journalism and award-winning essays, fiction, and reporting to inform readers on political, literary and cultural affairs.
Buy! enews.com
Buy! magazines.com
Save in Wish List
BOOK
Ernest Hemingway A to Z
by Charles Oliver
Hardcover, 464 pages
This reference work is easily used, packed with details and highly readable.
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Buy! barnesandnoble.com
Save in Wish List
106
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FIG. 3

SUBSCRIPTIONS

1. Hemingway: A Warriors Life
2. Gardening Basics
3. Great Battles of WWII
4. Who is Toni Bennett

. . .

FIGURE 4

Pages Available on the Server:

Zooba.com

Express Registration Homepage
Select Your Topics
Final Steps
Series Email (See Figure 3)
Odyssey Email
Series Pop-up
Odyssey Pop-up
Author Bio Pop-up

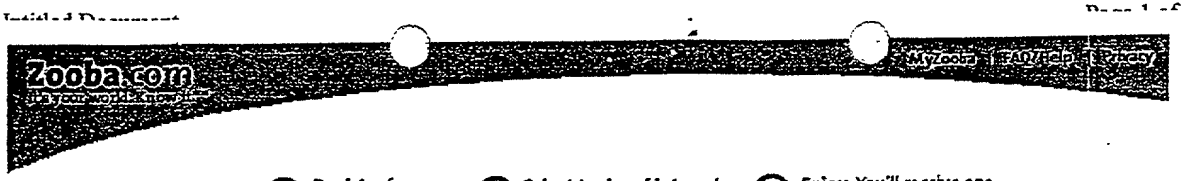
MyZooba

MyZooba Home - Portfolio
MyZooba Wishlist
MyZooba Edit Profile

Zooba Advantage

Zooba Advantage Homepage
Buyer demographics
Reader demographics
Reader Zip Codes
Content Performance
Ecommerce Performance
Content Subscription Chart
Content Retention Chart

FIG. 100



1 **Register** for our free Email service that helps you learn everything from Z to A.

2 **Select topics of interest.** Choose from Technology, Entertainers & Athletes, Great Minds, Military History and many more.

3 **Enjoy.** You'll receive one engaging, easy-to-read Email per topic each week. (See sample Emails)

Entrepreneurs
JP Morgan,Apple Computer,
The Digital Age...
Pioneers
Columbus, John Glenn, Marco Polo,
Lindbergh...
Performance
Broadway, TV & Radio, The Nutcracker,
H.G. Wells...
The Living World
Dolphins, The Eye, The Rainforest,
Ant Colonies...
Journeys & Exploration
Great Battlefields, In Marco Polo's
Footsteps, Antarctica...
Entrepreneurs & Enterprise
JP Morgan,Apple Computer, Ecommerce,
The Digital Age...
Pioneers
Columbus, John Glenn, Marco Polo,
Lindbergh...
Performance
Broadway, TV & Radio, The Nutcracker,
H.G. Wells...
Entrepreneurs & Enterprise
JP Morgan,Apple Computer, Ecommerce,
The Digital Age...
Pioneers
Columbus, John Glenn, Marco Polo,
Lindbergh...
Performance
Broadway, TV & Radio, The Nutcracker,
H.G. Wells...

There's no limit to what you can learn if you take it one Email at a time™

Express Registration

Email:

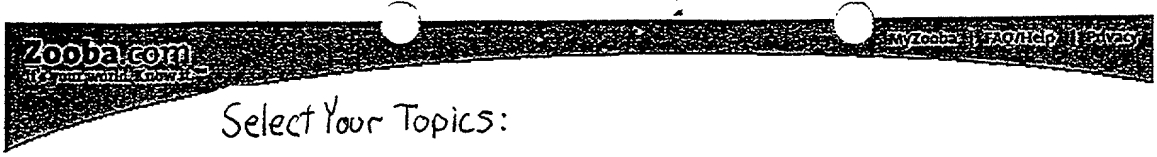
Zip: *(US residents only)*

Country: USA

Gender: Select

Year of birth: *(e.g. 1965, not 65)*

FIG. 101



Select Your Topics:

History
- Ancient & Medieval History
- American History
- Military History
- Modern World History

Science & Nature
- The Living World
- Theories & Discoveries
- Technology

Society
- Culture & Custom
- Folklore & Mythology
- Politics & Government

Biography
- Entertainers
- Great Minds
- Pioneers & Explorers
- Leaders
- Athletes

Journeys & Exploration
Let your mind wander while your feet rest in an endless virtual journey around the world: Walking Tour of Paris, New York Skyscrapers, Tahitian Atolls, The Amazon Forest, The Sahara Desert, The Great Wall of China.

Music
- Rock & Country
- R&B, Blues & Jazz
- Classical
- World Music

Food & Wine
- Chefs & Styles
- Wine, Cheese & Spirits

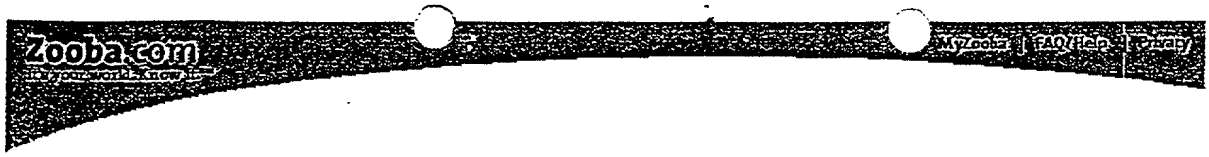
Business
- Entrepreneurs & Enterprise
- Money, Management & Strategy

Entertainment
- The Silver Screen
- TV & Radio
- Live Performance

Next

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FIG. 102



You have subscribed to **4** topics:

Great Minds, Beauty, Classical Music, Psychology

Final Steps to enhance your Zooba experience

1. Set up access to your MyZooba account:

What is MyZooba?

Password: (required)

Confirm Password: (required)

Remember password

2. Tell us what kind of Email to send you:

HTML **Plain Text** Not sure about HTML?

I'd like to periodically receive Email notification of new features and special offers from Zooba.com and its partners.

Submit

We care about our users' privacy.
Your information will be kept confidential.
Your Email address will not be sold to third parties.
Read our Privacy Statement.

TRUSTe

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FIG. 103

MyZooba >>
Zooba.com
It's your world. Know it.
GTE INTERNETWORKING POWERED BY BBN
MORE POWER Come and get it

American Literature

Hemingway: Larger Than Life

by John Smith

On January 25th, 1954, a New York Times headline announced, "Hemingway and a Wife Are Reported Safe After Two Plane Crashes in East Africa." Ernest Hemingway and his fourth wife, Mary Welsh, had **survived two plane crashes** in the same week, while in search of big game in Uganda. Just six months later, Hemingway, a beloved author and celebrity, would win the Nobel Prize for literature. In another seven years, he would be dead from a self-inflicted gun shot to his head.

The crashes in Africa were not the first near-death episodes for Hemingway, a writer who spent his life seeking excitement, and who found it **on the battlefields of Italy** as an ambulance driver, at the bullfights of Spain, and on the hunting grounds of Africa.

These daring adventures served as grist for his stories and novels. His books were written in a terse and elegant style that sought to capture experience through evocative portraits of **simple and courageous men**. Like their author, the protagonists of Hemingway's books were tortured, masculine characters who displayed a physical bravery and intellectualism that has entered the public consciousness as a paradigm of manhood.

Since his death, Hemingway has had his share of supporters, who value his crafted prose and his appreciation for the physical world; he also has had detractors, who see him as a **misogynist, racist, and anti-Semite**. Both his admirers and his critics, however, can agree that Hemingway holds a place in 20th century literature that looms as large and impressive as the life he led.

Want to know more? Subscribe to our free 7-Email series.
Hemingway: Chasing a Warrior's Life
Subscribe

Loved it OK Not Great Submit Rating

Forward to a Friend

Would you be interested in these following topics?

	Yes	Maybe	No
Hemingway: Chasing a Warrior's Life	☐	☐	☐
Hemingway: Chasing a Warrior's Life	☐	☐	☐
Hemingway: Chasing a Warrior's Life	☐	☐	☐

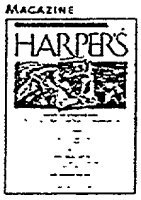
Submit

From the Editor in Chief:
Today is the fiftieth anniversary of D-day; sign up for the Milestone of WWII brought to you by John Smith, our military strategy expert.
Milestones of WWII Subscribe

We recommend

BOOK

A Farewell to Arms
By Ernest Hemmingway
Paperback, 332 pages
The unforgettable story of an American ambulance driver on the Italian front of WWI and his passion for a beautiful English nurse.
Approx. price: $9
Save in Wish List
Buy! amazon.com
Buy! borders.com

MAGAZINE

Harper's
1 year/12 issues
Harper's Magazine offers original journalism and award-winning essays, fiction, and reporting to inform readers on political, literary and cultural affairs.
Approx. price: $11
Save in Wish List
Buy! enews.com
Buy! magsnow.com

BOOK

Ernest Hemingway A to Z
by Charles Oliver
Hardcover, 464 pages
This reference work is easily used, packed with details and highly readable.
Approx. price: $50
Save in Wish List
Buy! amazon.com
Buy! bn.com

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FIG. 104



Hemingway: Chasing a Warrior's Life

War correspondent, soldier, hunter, celebrity, and Great American Novelist, Earnest Hemingway's novels and stories have helped to define out perception of American literature and of manhood for nearly a century. Yet his famously adventurous life has almost overshadowed his great contribution to literature, which includes such classic novels as The Sun Also Rises, A Farewell to Arms, For Whom the Bell Tolls, and The Old Man and the Sea.

Subscribe

15 Emails By: John Smith

1. Introduction
2. Hemingway in WWI: Rescuing the Wounded, Being Wounded
3. A Very Good Pupil: Hemingway and His Teachers
4. Bulls and Balls in The Sun Also Rises
5. Behind Every Great Writer: Maxwell Perkins
6. The Casualties of War in A Farewell to Arms
7. Hemingway's Love Affair with Africa, and Himself.
8. In Defense of Democracy: Hemingway, Spanish Civil War
9. The Bell Tolls for Jordan
10. Recording History: Hemingway and D-Day
11. Courage and The Old Man and the Sea
12. Matters of Life and Death: Hemingway and Nature
13. Hemingway's Suicide: A Warrior's Death
14. On the offensive: Hemingway in the Age of Sensitivity
15. The Hemingway Century

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FIG. 105



Biography:

Great Minds

Subscribe

First 15 Emails

1. Da Vinci Tackles Engineering: Who Needs Training?
2. Darwin and the Spiritualists: A Naturalist Opposes the Supernatural
3. Edwin Hubble at His Telescope: Navigating the Stars
4. Haydn's Rocky Start: Down and Out in Vienna
5. Henry Ford's Peace Ship
6. Isaac Newton's Alchemy
7. Isaiah Berlin's Far-Ranging Intellect: Disordered Brilliance
8. James Madison Opposes the Bill of Rights: A Cautious Father
9. John B. Watson: Misbehaving Behaviorist
10. Joseph Lister Develops Antiseptic Surgery: A Clean Break
11. Gödel's Friendship with Einstein: The Nutty Professors
 (Email # 1 from the Kurt Gödel: The Illogical Life of a Logical Mastermind Series)
12. Mark Twain: Racist or Reformer?
13. Martin Luther's Music: Soundtrack for the Protestant Reformation
14. Nikola Tesla and Marconi: Who Really Invented Radio?
15. Sigmund Freud's Cocaine Controversy
16. Sylvia Plath's Fragile Psyche: Anguish and Ambition
17. Werner Heisenberg and Germany's A-Bomb Failure: Incompetence or Moral Choice?
 (Email # 1 from the The Life of Werner Heisenberg: Science and Uncertainty Series)
18. Feynman Toys with the Censors: Love Letters from Los Alamos
 (Email # 1 from the The Wild Genius of Richard Feynman Series)
19. Mathematics Virtuosos: Jedediah Buxton
 (Email # 1 from the Virtuosos of Mathematics: Masters and Prodigies of the Purest Science Series)
20. Watson and Crick: Unraveling DNA's Double Helix
21. Hemingway: Larger than Life
 (Email # 1 from the Hemingway: Chasing a Warrior's Life Series)

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FIG. 106

Zooba.com



John Smith

John Smith was at the forefront of the literary revolution led by Ernest Hemingway. He was a meticulous observer whose descriptive language puts the reader right in the middle of the action.

John Smith was at the forefront of the literary revolution led by Ernest Hemingway. He was a meticulous observer whose descriptive language puts the reader right in the middle of the action.

John Smith was at the forefront of the literary revolution led by Ernest Hemingway. He was a meticulous observer whose descriptive language puts the reader right in the middle of the action.

John also contributed to:
Americans in Paris
War Images in American Literature
Comic Books in Japan

Works by John Smith:



Save in Wish List go!

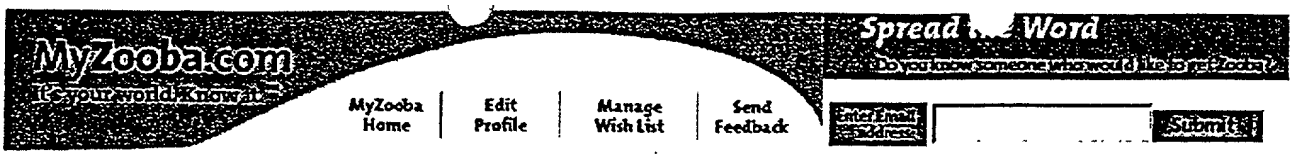
Ernest Hemingway A to Z
Hardcover, 464 pages
This reference work is easily used, packed with details and highly readable.

Approx. price: $50

Buy! amazon.com
Buy! bn.com

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FIG. 107



subscriber@aol.com
Sign Out

PORTFOLIO

Add Subscriptions

Active Subscriptitons

		Emails Received	Total Emails	
SERIES	Hemingway: A Warrior's Life in the Bush of Ghosts	5	15	Keep Active
SERIES	Hemingway: A Warrior's Life in the Bush of Ghosts	5	15	Keep Active
SERIES	Hemingway: A Warrior's Life in the Bush of Ghosts	5	15	Keep Active
ODYSSEYS	Great Minds	5	-	Keep Active
ODYSSEYS	Great Minds	5	-	Keep Active
ODYSSEYS	Great Minds	5	-	Keep Active

Update Portfolio

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FIG. 201

MyZooba.com
It's your world. Know it.

MyZooba Home | Edit Profile | Manage Wish List | Send Feedback

Spread the Word
Do you know someone who would like to get Zooba?
Enter Email Address: Submit

subscriber@aol.com
Sign Out

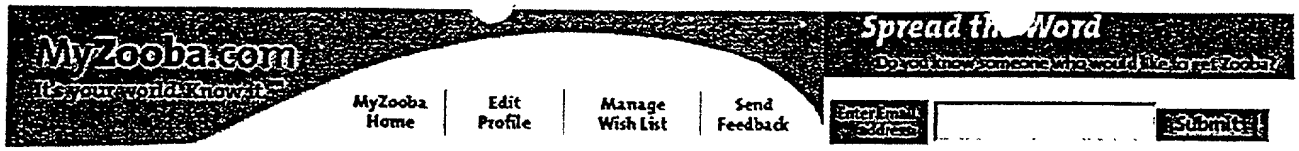
WISH LIST

Item	Description	Buy	Remove
Book 	**How to Win friends & Influence People** *by Dale Carnegie* Paperback, 260 pages Approx. price: $10.00	Buy! amazon.com Buy! borders.com	
Music 	**Piano Concertos No 1 & 2** *Frederic Chopin* Polish Festival Orchestra 2 Discs Approx. price: $12.00	Buy! amazon.com Buy! cdnow.com	
Magazine 	**The New Yorker** One year, 46 issues Approx. price: $42.00	Buy! enews.com Buy! magazineoutlet.com	

Updates

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FIG. 202



subscriber@aol.com
Sign Out

EDIT PROFILE

Email: mbataillon@zooba.com

Password: ****

Confirm Password: ****

Year of birth: 1968 *(e.g. 1965, not 65)*

Zip Code: 02116 *(US Residents only)*

Country: USA

Gender: Choose one

Does your Email program accept HTML?
- ☑ Yes (not sure about HTML?)
- ☐ No

☑ I'd like to periodically receive Email notification of new features and special offers from Zooba.com and its partners.

Submit

Suspend Service: Enter the date until which you would like to suspend your Emails. We will resume sending your personalized Emails on the date you specify below.

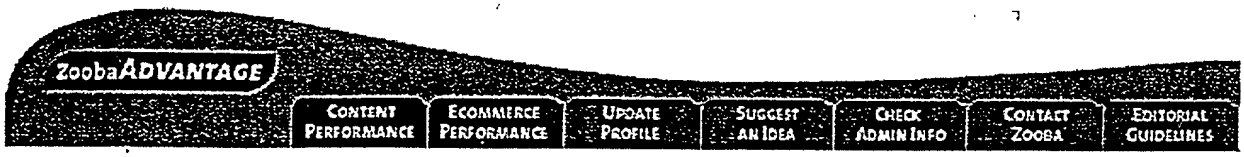
Select Month | Choose Day | Choose Year

Submit

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FIG. 203



February 15, 2000
johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

Use the Content and Ecommerce data to analyze subscriber behavior and product performance.

Sign Out

CONTENT performance

Total series on Zooba: **1,062**

3 of 73 series How to read >>

	Series	Active Days	CUMULATIVE Subscriptions	CUMULATIVE Rank	LAST 7 DAYS Subscriptions	LAST 7 DAYS Rank
1.	Hemingway: Chasing A Warrior's Life	124	153,235	21	5,698	13
2.	Boosting Confidence & Self Esteem	112	75,365	89	5,472	14
3.	James Bond: An International Hero	64	32,568	365	4,666	21

View Complete Table >>

ECOMMERCE performance

Total products on Zooba: **15,807**

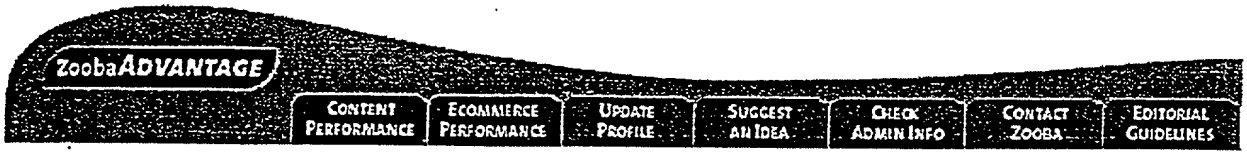
1 of 19 products How to read >>

	Product	CUMULATIVE Clicks	CUMULATIVE Rank	LAST 7 DAYS Clicks	LAST 7 DAYS Rank
1.	**For Whom the Bell Tolls** *Product #10297428*	**120,500**	**52**	**3,333**	**64**
	Hemingway: Chasing A Warrior's Life	56,300	–	3,000	–
	Nobel Prize Winners	20,200	–	123	–
	Great American Novels	44,000	–	200	–

View Complete Table >>

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FIG. 301



February 15, 2000
johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

Who is buying your products? The table below compares the demographic profile of shoppers for your product to the overall Zooba shopper population.

Sign Out

back to performance table

PRODUCT ***For Whom the Bell Tolls***

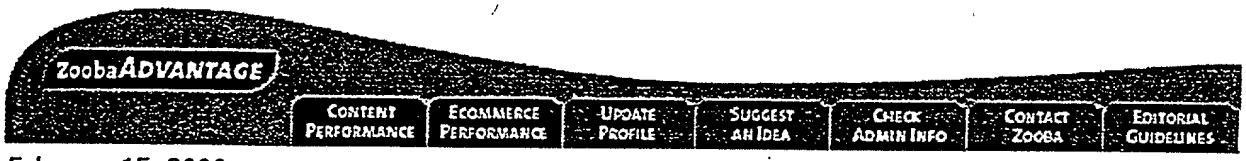
shopper demographics
top 20 zip codes

SHOPPER DEMOGRAPHICS How to read >>

		Product	Zooba
gender	Male	45%	37%
	Female	55%	63%
age	<25	16%	10%
	25-34	35%	16%
	35-44	30%	35%
	45-54	10%	30%
	>55	9%	9%

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FIG. 302



February 15, 2000
johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

Who are your subscribers? The table below compares the demographic profile of your subscribers to the overall Zooba subscriber population.

Sign Out

back to performance table

SERIES TITLE ***Hemingway: Chasing A Warrior's Life***

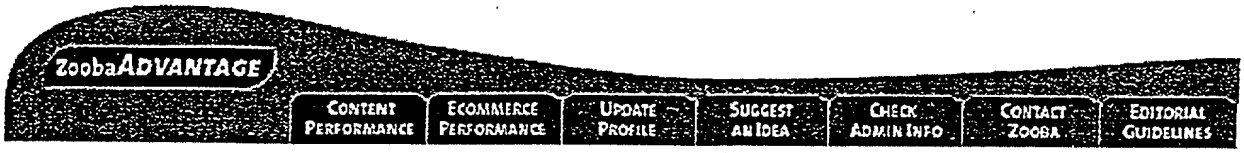
subscription chart
retention chart
reader demographics
top 10 zip codes

READER DEMOGRAPHICS How to read >>

		Series	Zooba
gender	Male	45%	37%
	Female	55%	63%
age	<25	16%	10%
	25-34	35%	16%
	35-44	30%	35%
	45-54	10%	30%
	>55	9%	9%

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FIG. 303



February 15, 2000
johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

Where are your subscribers? The table below ranks subscriber concentration by zip code.

Sign Out

◂ back to performance table

SERIES TITLE ***Hemingway: Chasing A Warrior's Life***

- subscription chart
- retention chart
- reader demographics
- top 10 zip codes

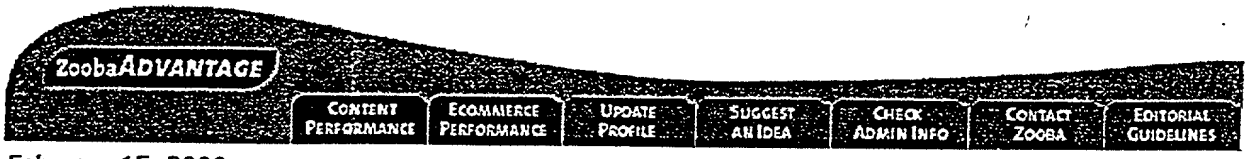
TOP 10 ZIP CODES

How to read >>

Rank	Zip Code	Area
1.	02139	Cambridge, MA
2.	42512	Austin, TX
3.	36789	New Orleans, LA
4.	02139	Seattle, WA
5.	42512	Kansas City, MO
6.	36789	San Francisco, CA
7.	02139	Boston, MA
8.	42512	Madison, WI
9.	36789	Jackson, MS
10.	02139	Anchorage, AK

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FIG. 304



February 15, 2000
johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

How does your content perform relative to the overall Zooba portfolio? The table below indicates cumulative and last 7 day comparative subscriptions.

Sign Out

CONTENT performance

Total series on Zooba: **1,062**

13 of 73 series How to read >>

	Series	Active Days	CUMULATIVE Subscriptions	CUMULATIVE Rank	LAST 7 DAYS Subscriptions	LAST 7 DAYS Rank	
1.	Hemingway: Chasing A Warrior's Life	124	153,235	21	5,698	13	View Details
2.	Boosting Confidence & Self-Esteem	112	75,365	89	5,472	14	View Details
3.	James Bond: An International Hero	64	32,568	365	4,666	21	View Details
4.	The History of Punk	48	31,200	378	2,564	134	View Details
5.	20 Movies You Say You Have Seen But Haven't	47	23,568	452	2,166	136	View Details
6.	Hong Kong: Mysterious Gateway to Asia	35	22,123	455	2,045	145	View Details
7.	From Model T to Lexus: America's Love Affair With Cars	33	15,698	654	1,945	166	View Details
8.	Elegance & History: A Walking Tour of Paris	33	14,021	789	1,006	305	View Details
9.	The Making of Hollywood	31	7,254	985	766	568	View Details
10.	Common Errors in English	25	7,122	986	266	854	View Details
11.	Exploring Space: From Keppler to Captain Kirk	16	6,897	1,023	202	901	View Details
12.	The Rise of Money	11	6,556	1,026	145	1,003	View Details
13.	The Mythology of the American Hero	2	256	1,061	256	899	View Details

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FIG. 305

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johnsmith@company.com
Series sponsored: **73**
Products featured: **19**

How many shoppers are your products generating and which series are they coming from? The table below indicates shopper volume by series and ranking relative to all Zooba products.

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ECOMMERCE performance

Total products on Zooba: **15,807**

4 of 19 products How to read >>

Product	CUMULATIVE Clicks	CUMULATIVE Rank	LAST 7 DAYS Clicks	LAST 7 DAYS Rank	
1. **For Whom the Bell Tolls** *Product #10297428*	**120,500**	**52**	**3,333**	**64**	View Details
Hemingway: Chasing A Warrior's Life	56,300	–	3,000	–	
Nobel Prize Winners	20,200	–	123	–	
Great American Novels	44,000	–	200	–	
2. **Less Than Zero** *Product #201409840*	**15,750**	**527**	**2,123**	**236**	View Details
Provocative Writers of the 80's	1,200	–	123	–	
Yuppies : A New Urban Cast	5,550	–	1,500	–	
Los Angeles: Capital of the Lost Generation	9,000	–	500	–	
3. **Galileo's Daughter** *Product #10297428*	**8,400**	**755**	**560**	**755**	View Details
Galileo: His Life, Achievements & the Inquisition	3,200	–	260	–	
The Earth and the Sun	2,500	–	150	–	
The Tower of Pisa: Science, Architecture & Gravity	2,700	–	150	–	
4. **The Popcorn Report** *Product #201409840*	**3,000**	**1,020**	**128**	**999**	View Details
Futurology: Social Pulse and Science	1,000	–	24	–	
20 Trends Transforming Your World	1,000	–	54	–	
The Rise of Cocooning	1,000	–	50	–	

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1 2 3 4 5

FIG. 306

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How has your content peformed over time? The chart below plots new and active subscribers.

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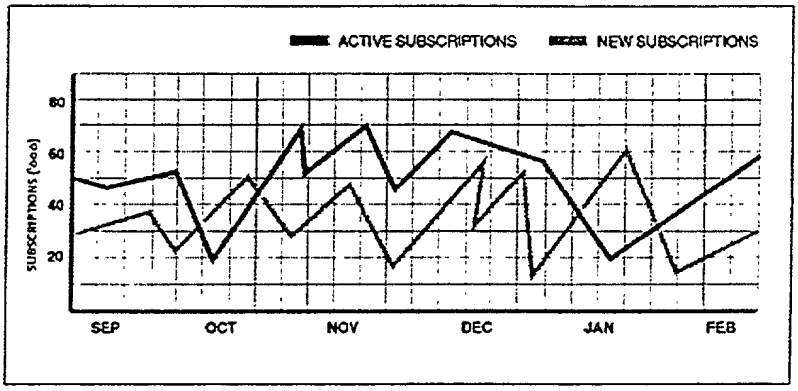
◂ back to performance table

SERIES TITLE *Hemingway: Chasing A Warrior's Life*

subscription chart
retention chart
reader demographics
top 10 zip codes

SUBSCRIPTION CHART

How to read >>



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FIG. 307

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Series sponsored: **73**
Products featured: **19**

The table below indicates subscriber attrition over time.

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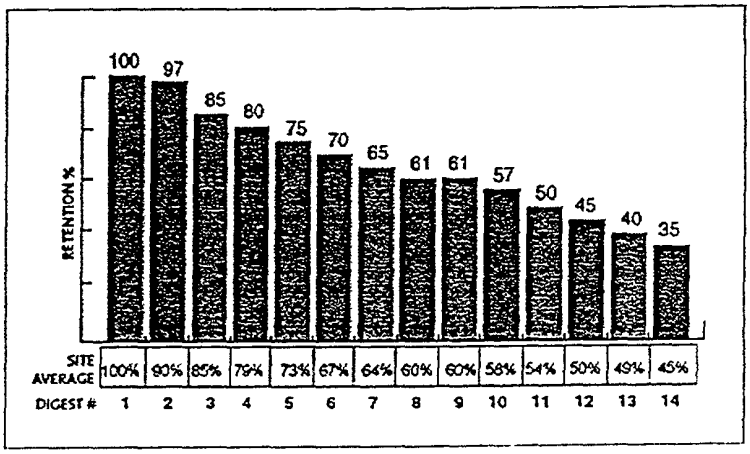
back to performance table

SERIES TITLE *Hemingway: Chasing A Warrior's Life*

subscription chart
retention chart
reader demographics
top 10 zip codes

RETENTION CHART

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FIG. 308